

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1363905

Schedule Dates 10/09/12-10/15/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/28/12
Last Modified 09/14/12
Entered By Lisa Carter
CO-OP No
Headline # ECR097/97203
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$996.00
Net Total \$5,644.00
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2012	55	\$6,640.00
Grand Total:	55	\$6,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/09/12-10/15/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am	1	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
2.0	Normal Line / SPOT (2)	10/09/12-10/15/12	3	:30	7A- ABC-Good Morning America	2	2	2	2	2	1			9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
3.0	Normal Line / SPOT (3)	10/13/12-10/13/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/28/12
4.0	Normal Line / SPOT (4)	10/09/12-10/12/12	3	:30	10:58-25A- ABC-The View	3	X	X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
5.0	Normal Line / SPOT (5)	10/09/12-10/12/12	3	:30	12P- 1P (EST)	3	X	X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
6.0	Normal Line / SPOT (7)	10/09/12-10/12/12	3	:30	3P- Anderson Cooper	3	X	X	X	X	X			3	\$50.00	\$150.00	Greensboro (WXLV)	ANDERSON COOPER	8/28/12
7.0	Normal Line / SPOT (8)	10/09/12-10/12/12	3	:30	5P- Ricki Lake	3	X	X	X	X	X			3	\$25.00	\$75.00	Greensboro (WXLV)	RICKI LAKE	8/28/12
8.0	Normal Line / News (9)	10/09/12-10/15/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
9.0	Normal Line / News (12)	10/14/12-10/14/12	3	:30	6-28-45P- ABC-World News Sunday							1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
10.0	Normal Line / SPOT (13)	10/09/12-10/12/12	3	:30	7P- Family Feud	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
11.0	Normal Line / SPOT (14)	10/09/12-10/12/12	5	:30	7P- 7:57P (EST)	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12

CONFIRMATION CONTRACT

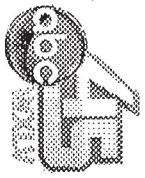
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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CO-OP No
Headline # ECR09797203
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Package Deal
Commission % 15.00
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Net Total \$5,644.00
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Oct. 2012 55 \$6,640.00
Grand Total: 55 \$5,640.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (15)	10/15/12-10/15/12	3	:30	7:57-56P-ABC-Dancing With The Stars (Monday)	1								1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/28/12	
13.0	Normal Line / Prime (17)	10/09/12-10/09/12	3	:30	7:57-56P-ABC-Dancing With The Stars (Tuesday)			1						1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/T STARS RESULTS 8/28/12	
14.0	Normal Line / Prime (19)	10/09/12-10/09/12	3	:30	10P-ABC-Private Practice (Tuesday)			1						1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE 8/28/12	
15.0	Normal Line / Prime (22)	10/11/12-10/11/12	3	:30	9P-ABC-Greys Anatomy (Thursday)					1					\$1,885.00		Greensboro (WXLV)	GREYS ANATOMY 8/28/12	
15.0.1	Closed Preempt (22)	10/11/12															Greensboro (WXLV)	Program Change/Exception - DEBATES	
16.0	Normal Line / Prime (23)	10/12/12-10/12/12	3	:30	10P-ABC-20/20 (Friday)						1			1	\$280.00	\$280.00	Greensboro (WXLV)	20 / 20 8/28/12	
17.0	Normal Line / News (25)	10/09/12-10/15/12	3	:30	11:01P-News- News 14 Carolina on ABC 45 at 11pm		1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45 8/28/12	
18.0	Normal Line / SPOT (26)	10/09/12-10/12/12	3	:30	11:35P-ABC-Nightline		1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE 8/28/12	
19.0	Normal Line / SPOT (27)	10/09/12-10/12/12	3	:30	12:02:05A-ABC-Jimmy Kimmel Live			X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL 8/28/12	
20.0	Normal Line / Football (29)	10/13/12-10/13/12	3	:30	3:30P-7P (EST)							1		1	\$450.00	\$450.00	Greensboro (WXLV)	ABC COLLEGE FOOTBALL 8/28/12	

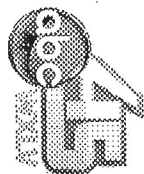
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Schedule Dates

10/09/12-10/15/12

Advertiser

Obama for America (30051)

Agency

Greer Margolis Mitchell, Burns & Associates-Washi

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

OBAMA FOR AMERICA (187386)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Bassett, Laura

Phone/Fax

/

CPE

95/101/1537

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/28/12

Last Modified 09/14/12

Entered By Lisa Carter

CO-OP No

Headline # ECR09797203

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$996.00

Net Total \$5,640.00

Sales Tax

Greensboro (WXLV)

By Broadcast Month Spots

Oct. 2012 55 \$6,640.00

Grand Total: 55 \$6,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	M/G For 15.0.1 / Prime (22)	10/11/12-10/11/12	3	:30	9P-ABC News: Your Voice Your Vote: Vice Presidential Debate					1				1	\$1,885.00	\$1,885.00	Greensboro (WXLV)	DEBATE	9/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

m Carter *Obama* *9/19/12*

Rep Order# 9797203 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 1363905

Printed: 09/14/2012 8:30 AM
Last Received: 09/13/2012 6:57 PM
Showing Buylines: All Rep Revised Lines

1 of 3

Station WXLV-TV GREENSBORO/W.SALEM

Advertiser () POLITICAL

Product OBAMA FOR AMERICA

Estimate# 1537

Buyer Laura Bassett

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 95/10/1537

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/9. TOTAL \$6965

PLS CF- CHRISTINA FOR JON

Rep Order# 9797203 Ver# 3 Status Revised Traffic Order# 1363905

Printed: 09/14/2012 8:30 AM
Last Received: 09/13/2012 6:57 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 22 FOR REVISED PROGRAM
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of weeks	Total Spots	Total Cost
*22	TH	10/11-10/11	9P-11P	DEBATES	.30	\$1,885.00	1	1	1	\$1,885.00
Sales Remark. V3 REVISED PROGRAM										
V3 More than 2 codes changed										

---REPORT TOTALS---

Report Totals. 1 / \$1,885.00

---SALES MONTHLY TOTALS---

Oct 12. 62 / \$6,965.00
Sales Totals. 62 / \$6,965.00
Station Totals. 62 / \$6,965.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,063	CHBL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENT 30%
		WGHP 28%	WMYV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null
Demos RA35+

Rep Order# 9797203 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 1363905

Printed: 09/14/2012 8:30 AM
Last Received: 09/13/2012 6:57 PM
Showing Buylines: All Rep Revised Lines

3 of 3

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Rep Order# 9797203 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1363905

Printed: 09/13/2012 4:54 PM
Last Received: 08/17/2012 5:05 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

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--- REMARKS ---

pls see line # 22 for n/a and my offer.
pls advise/revise asap.
tks

15.0.1

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*22	TH	10/11-10/11	9P-10P	GREY'S ANATOMY	.30	\$1,885.00	1	1	1	\$1,885.00
Station Remark. V2 n/a 10/11 prg chg -offer my 10/11 9-11p 1x ncir (debatess)										

---REPORT TOTALS---

Report Totals. 1 / \$1,885.00

---SALES MONTHLY TOTALS---

Oct 12. 62 / \$6,965.00
Sales Totals. 62 / \$6,965.00
Station Totals. 62 / \$6,965.00
Lines not sent/rcld/rtm. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,063	CABL 0%	WGHP 28%	UNKN 0%	WMTV 3%	WBFX 0%	WBEN 0%	WCWG 0%	WXXI 31%	WFLY 30%	WXLV 8%
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Books null
Demos RA35+

Rep Order# 9797203 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1363905

Printed: 09/13/2012 4:54 PM
Last Received: 08/17/2012 5:05 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
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